



UVOD U ELEKTRONSKU TRGOVINU

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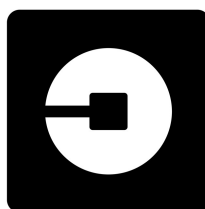
1

Uvodni case study - UBER



UberX – najpristupačniji prevoz
 UberBlack – automobili više klase
 UberPool – dijeljenje prevoza
 UberEats – dostava hrane
 UberRush – usluga dostave istog dana
 UberCargo – usluge transporta kamionima

- Osnovan 2009. godine – Travis Kalanick & Garrett Camp
- Prisutan u preko 480 gradova (69 zemalja)
- 2016. godine preko milion Uber vozača



2

Uvodni case study - UBER

- Ne prodaje proizvode
 - Ne plaća održavanje automobila
 - Ima „nezavisne izvođače“, a ne zaposlene
 - Kvalitet se obezbeđuje kroz efikasan **sistem recenzija**
-
- Umjesto dispečera, zasnovan je na mobilnoj aplikaciji koja radi preko cloud servera lociranim širom svijeta
 - Ne obezbeđuje osiguranje, a vozači koriste sopstvene mobilne telefone i automobile
 - Cijena je dinamična i prilagođava se uslovima u realnom vremenu



3

Uvodni case study - UBER

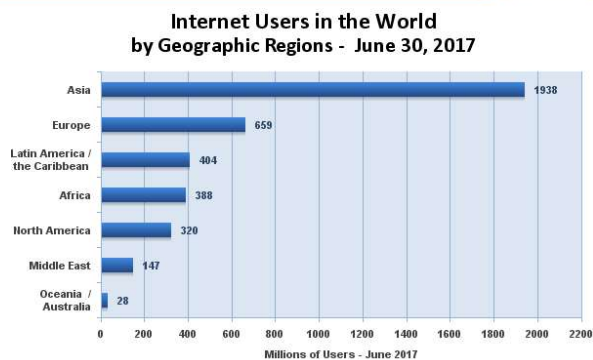
Potencijalni problem:
Kreiranje part-time poslova,
koji su slabo plaćeni i
privremeni

Zamjena full-time, sigurnih
poslova – „uberizacija“ rada

4

Uvod u e-trgovinu

55.1% svjetske populacije ima pristup Internetu (jun 2018)



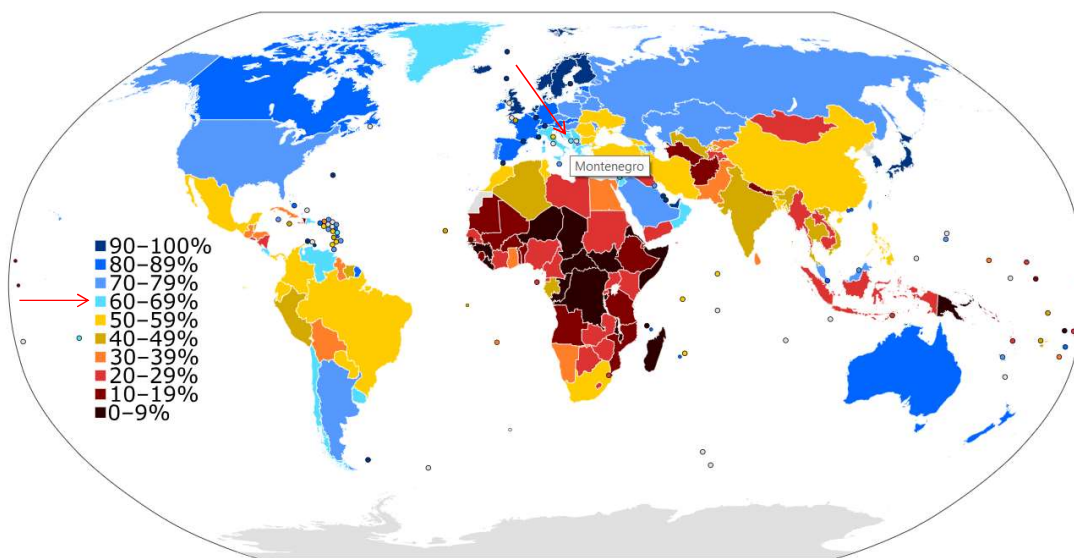
2016. godine 177 miliona potrošača (US) → 600 milijardi dolara (kompanije → preko 6.7 biliona)

između 2002-2008 online maloprodaja rasla je 25% godišnje

novi oblici e-trgovine → social e-commerce i on-demand usluge

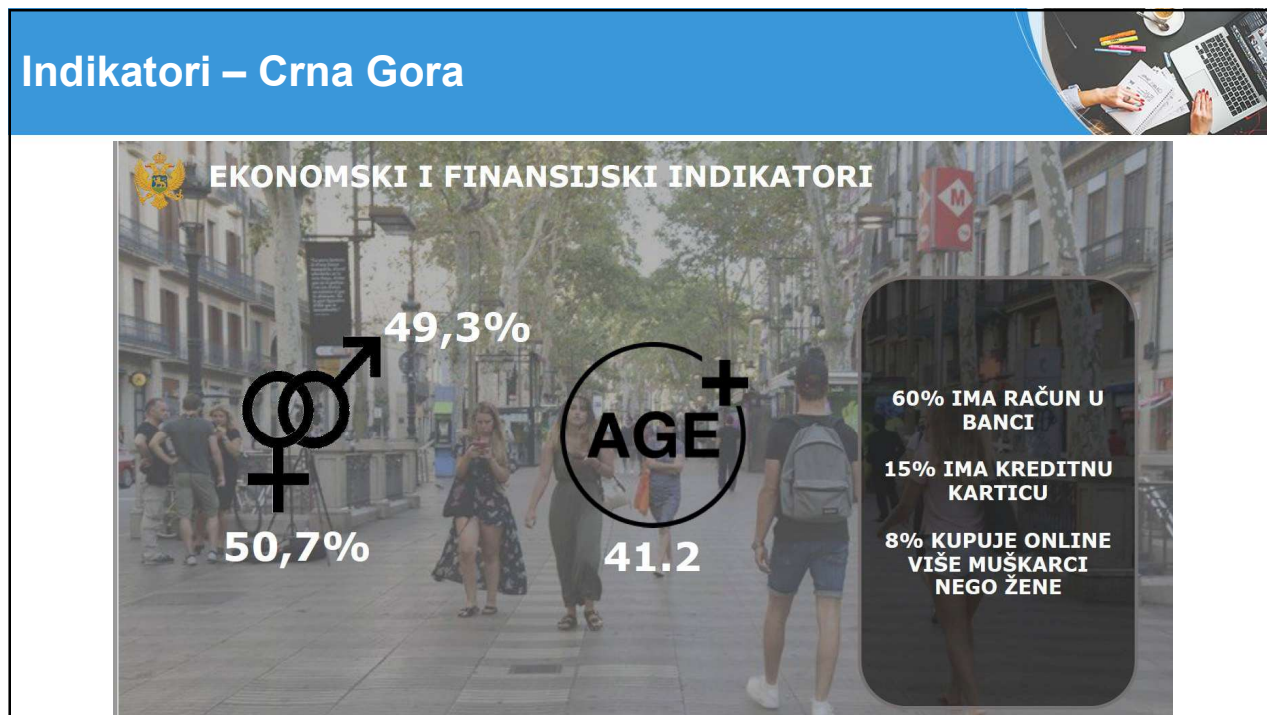
5

Uvod u e-trgovinu – Internet korisnici kao procenat populacije zemlje (2015)



6

Indikatori – Crna Gora



7

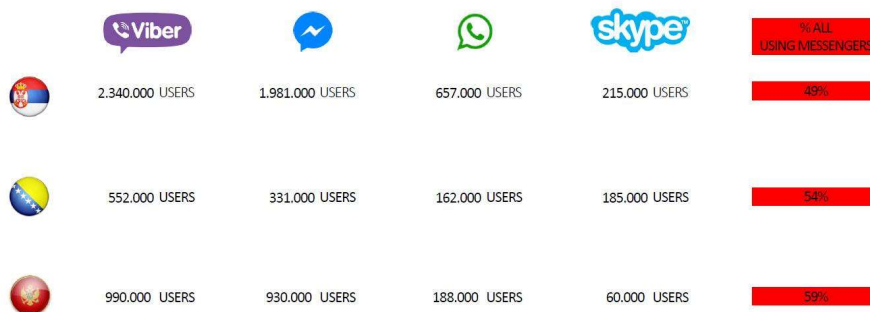
Indikatori – Crna Gora



8

Indikatori – Crna Gora

INSTANT MESSAGING SERVISI



9

Indikatori – Crna Gora



KORISNICI DRUŠTVENIH MREŽA



Oko 5% populacije korisnika Instagrama nema Facebook account.



10

Indikatori – Crna Gora

DIGITALNO OGLAŠAVANJE U CRNOJ GORI

- Google i Facebook kao globalni igrači, dominiraju, a potom informativni portali, praćeni sadržajima za mlade i raznim vrstama Classified ponuda.
- Kad je pristup internetu u pitanju, pametni telefoni su na poziciji primarne platforme putem koje se pristupa sadržaju.
- Facebook dominira kad su društvene mreže u Crnoj Gori u pitanju, ali u skladu sa svetskim kretanjima dolazi do porasta starijih korisnika Facebooka, ali je i dalje dominantna demografska grupa ona od 16 do 27 godina starosti (oko 45%), a ukoliko se proširi do 39 godina starosti, ova grupa korisnika raste na preko 75%. Interesantno je da je **registrovano više muških korisnika i to 53%**.
- Facebook je praćen Instagramom koji je najbrže rastuća društvena mreža u Crnoj Gori i trenutno ima oko 29% populacije. **Oko 30K (~5% populacije) korisnika Instagrama nema Facebook account.**

Source: DIRECT MEDIA 2017

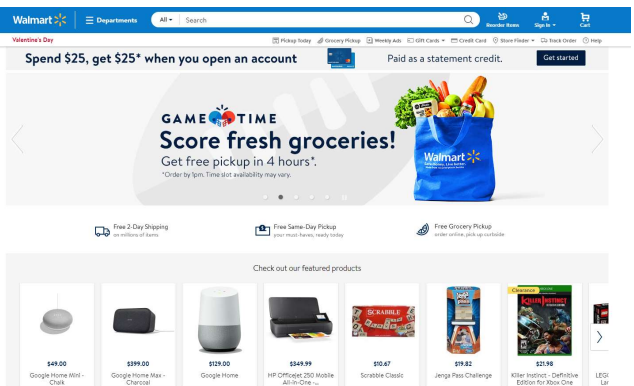
11

Trendovi u e-trgovini

- online maloprodaja u SAD nastavlja dvocifreni rast (preko 15%)
- social e-commerce platforma se razvija – u 2013. godini stvorila je 5 milijardi dolara u SAD, a 8 milijardi širom svijeta
- mobilna online maloprodaja 2013. godine dostigla je 40 milijardi dolara u SAD
- nova online ekonomija, bazirana na aplikacijama generisala je 25 milijardi dolara u SAD (2013)
- Facebook se i dalje razvija sa 2.072 milijarde aktivnih korisnika (2017)
- Twitter je tokom 2017. godine imao 300 miliona aktivnih korisnika
- globalna populacija koja koristi Internet iznosi **3,885,567,619**, što čini 51,7% ukupne svjetske populacije
- mobilna komunikaciona platforma bazirana na pametnim telefonima i tablet kompjuterima postaje rival PC platformi
- Big Data omogućava identifikovanje obrazaca kupovine, kao i generalnih interesa potrošača
- sadržaj generisan od strane korisnika sve više dobija na značaju kao self-publishing forum
- prosječni Amerikanac dnevno pristupi podacima koji iznose preko 47 gigabajta
- e-knjige predstavljaju polovinu ukupno prodatih knjiga (2013)...

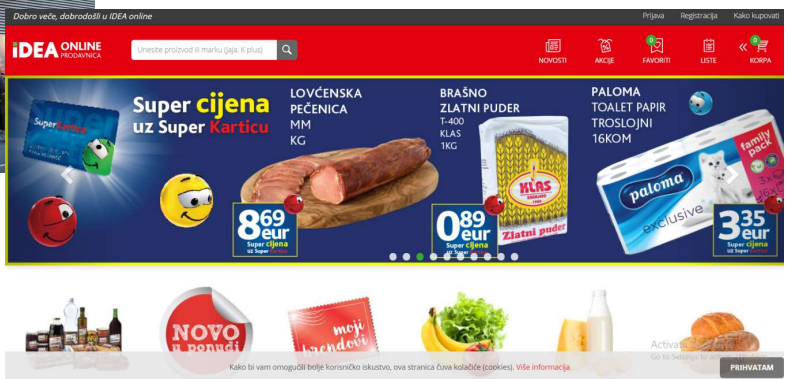
12

bricks-and-clicks



13

bricks-and-clicks



14



Prvih 19 godina e-trgovine – „prvih 30 sekundi“ revolucije e-trgovine

Tehnologija ima mogućnost:

1. kreiranja novog biznisa
2. kreiranja novih poslovnih modela za tradicionalne biznise
3. uništavanja starog biznisa

933 milijardi dolara od strane potrošača i 9.1 biliona od strane kompanija biće potrošeno u online transakcijama (projekcije za 2020)

40% trgovine obavljace se elektronskim putem do 2020. (projekcije)

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Internet ≠ World Wide Web (WWW)

Internet je svjetski sistem umreženih računarskih mreža.

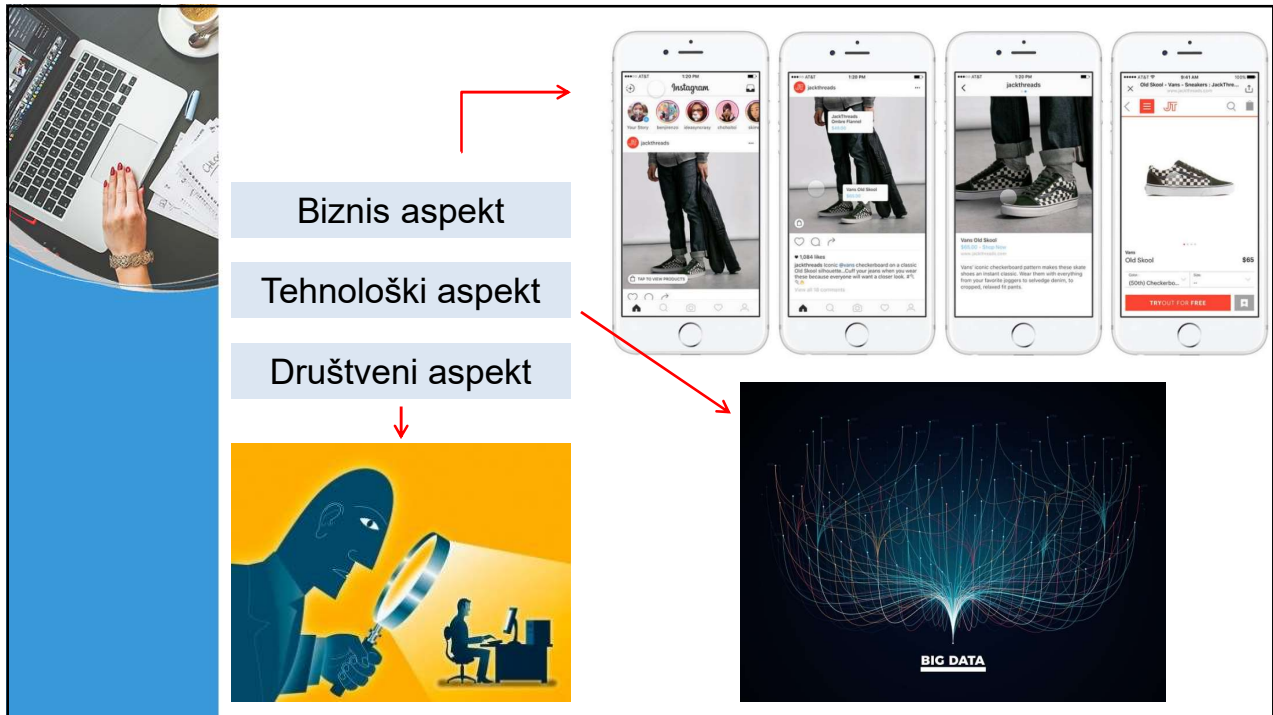
WWW je jedan od servisa Interneta, koji omogućava pristup Web stranicama.

FOKUS - Digitalno omogućene komercijalne transakcije između i u okviru organizacija i pojedinaca

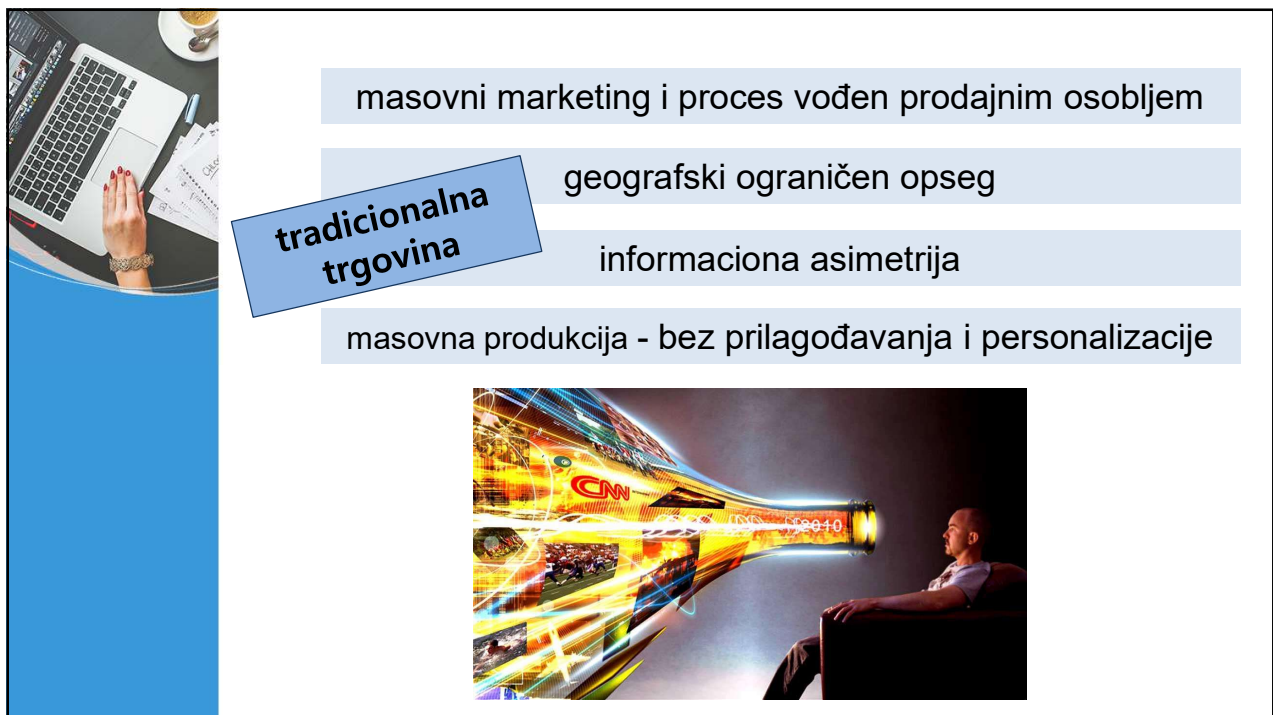


e-poslovanje ≠ e-trgovina

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Osam karakteristika tehnologije e-trgovine

1. SVEPRISUTNOST
2. GLOBALNI OPSEG
3. UNIVERZALNI STANDARDI
4. DRUŠTVENA TEHNOLOGIJA
5. PERSONALIZACIJA
6. GUSTINA INFORMACIJA
7. INTERKACIJA
8. VRIJEDNOST INFORMACIJA



19

SVEPRISUTNOST



marketplace → **marketspace**
 dostupno svuda u svako vrijeme
 smanjenje transakcionih troškova

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GLOBALNI OPSEG



lokalni trgovci → globalni konkurenti

Potencijalna veličina tržišta
jednaka je veličini svjetske
online populacije...

3.8 milijardi ljudi

rast od 2000. do 2017.

976,4%

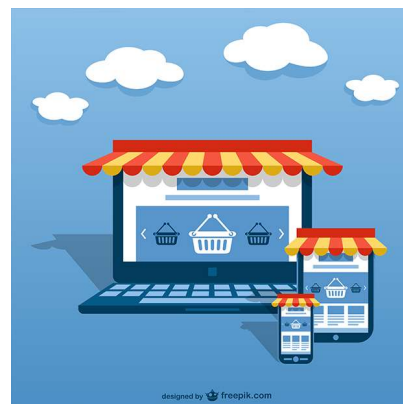
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UNIVERZALNI STANDARDI

- Tehnički standardi Interneta, odnosno tehnički standardi platforme e-trgovine su univerzalni.
- Tradicionalna tehnologija razlikuje se od države do države (radio, televizija, mobilna tehnologija...)

Troškovi ulaska na tržište su niži
Troškovi pronalaženja proizvoda i cijena su niži

benefiti za sve zainteresovane strane izazvani
mrežnim eksternalijama



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VRIJEDNOST INFORMACIJA

kompleksnost i sadržaj poruke

tradicionalna trgovina – trade off između vrijednosti informacija i opsega

Internet omogućava veći opseg, a kroz interakciju i veću vrijednost informacija



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VRIJEDNOST INFORMACIJA

Nikon Imaging | United Kingdom

Home Products **Service & Support** Pro Where to buy Learn & Explore Press Room Nikon In-Frame Nikon School Promotions

Support Centre > My Account > My Support Questions > Live Chat Nikki Gilliland

LIVE CHAT
Chat in real-time with a specialist

Live Chat is: **Available**
Available Monday through Friday, 9.00am - 5.00pm (closed on certain holidays)

Chat - Google Chrome
Secure | https://9nzo.la1-c1-par.salesforceliveagent.com/content/5c/5chat?lan

Save Chat End Chat

Hi Nikko I am sorry to hear that!
2:45:03 PM

Can you please confirm if you are using a D5100?
2:45:10 PM

Me
Yes I am
2:45:16 PM

Marlena M.
Ok is this a recent development?
2:45:51 PM

Me
Yes it has just happened
2:46:05 PM

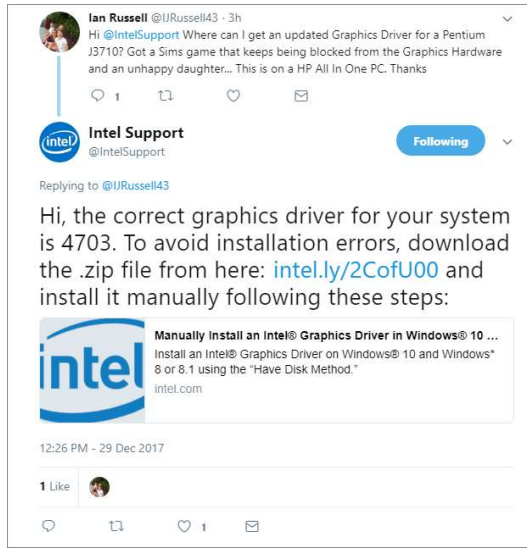
Marlena M.
Does it occur when you take a photo or are your menu options also unavailable due to the black screen?
2:46:17 PM

Write a message... Send

Razgovor sa online prodavcem slično je potrošačkom iskustvu u tradicionalnoj trgovini

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INTERKACIJA




Ian Russell @IRussell43 · 3h
Hi @IntelSupport Where can I get an updated Graphics Driver for a Pentium J3710? Got a Sims game that keeps being blocked from the Graphics Hardware and an unhappy daughter... This is on a HP All In One PC. Thanks

Intel Support @IntelSupport
Following

Replying to @IRussell43

Hi, the correct graphics driver for your system is 4703. To avoid installation errors, download the .zip file from here: intel.ly/2CofU00 and install it manually following these steps:



12:26 PM - 29 Dec 2017

1 Like

Dvosmjerna komunikacija između prodavca i kupca



Candice @Candice_Har24 · 49m
Ahhh Starbucks you make grocery shopping with 3 kids so much better! #Starbucks #peppermintmocha



Starbucks Coffee @Starbucks
Following

Replying to @Candice_Har24

That's what we are here for! 😊

9:24 AM - 2 Jan 2018

52% kupaca će napustiti online kupovinu ako ne mogu pronaći brze odgovore na njihova pitanja

25

INTERKACIJA



paul_hewitt • Follow

#rosegold #accessory

View all 25 comments

- therealmichellelauren @minnettejane
- maxohm1 Like the plain design 😊
- nadinechristine_ 😍😍😍
- fajwaahmed @ishranaway
- ishranaway @fajwaahmed amf
- le.sorelle.tejada 😍😍😍
- paul_hewitt @jules_stuff 🍷👍
- foodiett love 😍
- mariantx800_ Pink gold it's fantastic 🍷👍
- deinstylingberater I love this combination 😍😍
- lanilees_jewelry 🍷👍🍷👍
- rosa.passions How beautiful it is 😍😍

10,441 likes

1 DAY AGO

Add a comment...

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GUSTINA INFORMACIJA

ukupna količina i kvalitet informacija dostupnih svim učesnicima na tržištu

proces prikupljanja informacija,
njihovog skladištenja, procesiranja,
kao i troškovi komunikacije

pravovremenost, tačnost,
preciznost, korisnost i
značaj informacija

jeftinije i kvalitetnije
informacije

transparentnost troškova

transparentnost cijena

diskriminacija cijena

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PERSONALIZACIJA / PRILAGOĐAVANJE

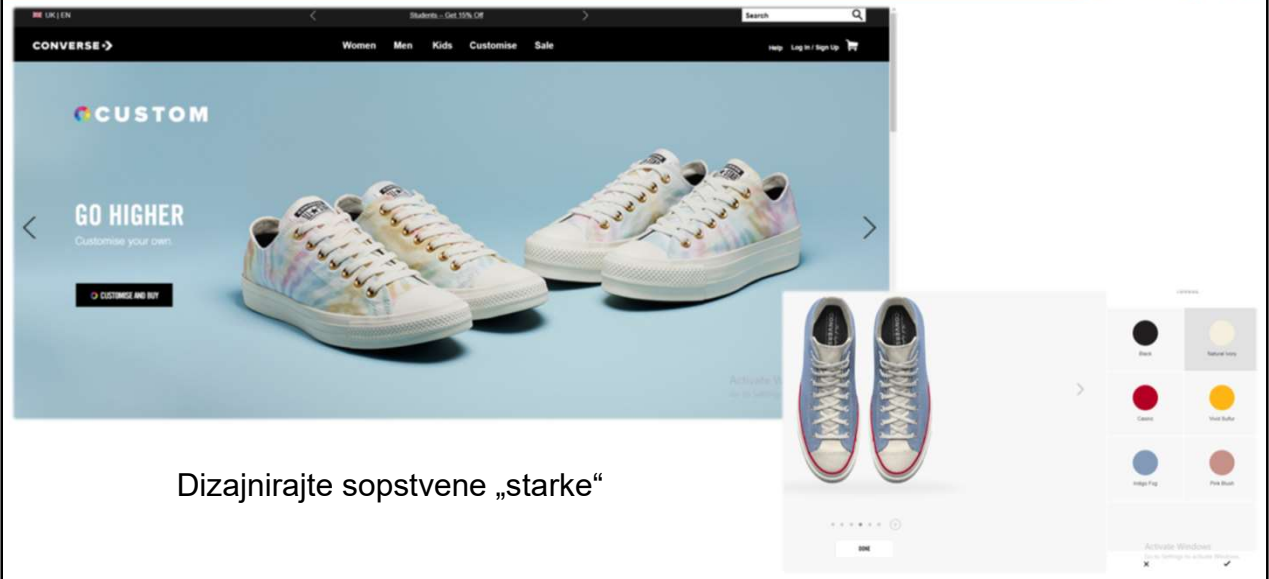
Personalizacija – targetiranje specifičnih grupa ili pojedinaca kroz prilagođavanje poruke njihovom imenu, interesima, kao i ranijim kupovinama

Prilagođavanje proizvoda – promjena dostavljenog proizvoda bazirana na preferencijama ili prethodnom ponašanju potrošača



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PERSONALIZACIJA / PRILAGOĐAVANJE



Dizajnirajte sopstvene „starke“

29

PERSONALIZACIJA / PRILAGOĐAVANJE - remarketing



Remarketing je taktika prikazivanja ciljanih oglasa ljudima koji su već posjetili ili preuzeli akciju na vašoj web stranici.

30

PERSONALIZACIJA / PRILAGOĐAVANJE - remarketing

Szczecin, Vienna, or Berlin? Great deals for Suncica, whatever your destination

Getting too much email? [Unsubscribe](#)

Booking.com <email.campaign@sg.booking.com>
Mon 2/16/2018, 6:28 PM
You

Your booking for Residential Panorama - Casilh, Portugal | Check-in on Feb 23, 2018

Booking.com
FREE cancellation on most rooms - pay at the property

Suncica Rogic

Search for a unique place to stay

Suncica, look no further. The best deals are right here.

Szczecin	Vienna	Berlin
48 Great Value Properties	325 Great Value Properties	382 Great Value Properties
48 Genius Deals	219 Genius Deals	132 Genius Deals
€ 21.40 Lowest price	€ 23.68 Lowest price	€ 29.04 Lowest price
3 stars - € 41.48	3 stars - € 29.93	3 stars - € 29.70
	5 stars - € 80.19	5 stars - € 89

Resume search

Vienna - Star Inn Hotel Wien
Schönbrunn, by Comfort
€ 140
Book now

Marteigas - Casa do Comendador
€ 45

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DRUŠTVENA TEHNOLOGIJA

Sadržaj kreiran od strane korisnika (UGC)

one-to-many

many-to-many

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DRUŠTVENA TEHNOLOGIJA



16 METROPLUS THE HINDU • SATURDAY, APRIL 30, 2011

Scenes less seen

LAUNCH The recently published "Assam Travel Guide" offers a non-stereotyped tour of the North Eastern state, writes S.M. UMAIR

It isn't just about the world-famous Kaziranga or Assam. It is just one of the great destinations of the state, the content here is rich. On the face of it, it is just about the Kamakhya Temple, Assam. In its offerings as a tourist destination, it goes beyond all these. There is a lot still unexplored. Trying to explore the true Assam, Chakr Goodreads Publishers, Assam, in its offerings as a "Travel Guide" to help tourists to find just those unexplored aspects.

The guide, the first one in the state of Assam, is a 156-page professional book with over 100 photographs, making it a highly visual and comprehensive guidebook.

There was extensive research work done for the compilation of this book. We went there, visited the sites, interacted with the people and tried to bring forth the hidden aspects relating to the places. Further, we studied from different sources and tried to understand history from multiple dimensions. So, it is most authentic in the history and archaeological aspects of the book.

The book, after a brief introduction on Assam, is divided into three sections — Dooars and its cen-

SEARCH BEYOND THE FAMILIAR The Mecca darqah and (right) the Kamakhya temple. PHOTOS: ANUPRIYA ROY AND KAMALENDU BHANDIA

tral zone, Jorhat and its environs and Shillong and its environs. Each segment is covered at length, giving tourists historical facts as well as the basic information like how to get there, closest nearby, etc.

With the region in turmoil for decades, one wonders how safe it is to travel there. We stand with all our experiences. I can tell you that it is as safe as any other place. It took us eight months to complete this book and during this time we travelled to all parts of Assam. There was a pleasant surprise," states Sankar.

Calling Assam for the joy of tourists in Assam the editor adds, "There is a lot of political instability, student movements, etc., but more importantly, there is no great promotion being done. The state should promote tourism on a far greater scale. Like Kerala, Pradesh and Karnataka get tourists because they do promote tourism in their states. They advertise, offer packages, adopt strategies to reap benefits from the resources they have."

So, what lies in store for the tourist industry of Assam? "It is to go by the reframing view of the green tea gardens, or by the breathtaking sight of the Brahmaputra river, or by Mirdul, the largest granite island in the world. It seems so promising, but I wish the state would take steps to make people think beyond the already known things. To make them witness the exclusive hills, dense forests, rivers, the traditional bamboo shoot delicacies and make them a part of the very culture of Assam. After all, it's not just about the Assamese."

The "Assam Travel Guide" is priced at Rs299.

B Paul wrote a review Feb 14
Guwahati, India • 22 contributions

tripadvisor

Costly entry
The special entry is a bit costly and using general line it will take hours to get entry to the main temple.
Read more

Date of experience: August 2019

Helpful Share

Sankar Kr Mukherjee wrote a review Feb 14
Kolkata (Calcutta), India • 16 contributions • 6 helpful votes

A must visit to all the enthusiastic tourists here and Kaziranga National park will be an added advantage to visit.
Very nice place to visit but must make sure that you have the best guide with you to guide through the temple premises as there are a lot of things to see with a mythological story associated with it. Not all priests are very co-operative with the tourists.... You need to reach...
Read more

Date of experience: March 2019

Helpful Share

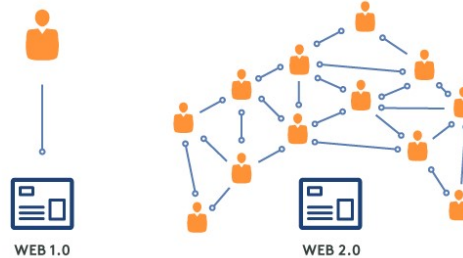
one-to-many

many-to-many

33



WEB 1.0 vs WEB 2.0



WEB 1.0 – prikaz jednostavnih stranica i njihovo elektronsko povezivanje, koje omogućava jednostavnu navigaciju

WEB 2.0 – korisnici kreiraju i distribuiraju sadržaj drugima, učestvuju u virtuelnim životima i grade online zajednice

34



2017.

- 330 miliona aktivnih korisnika
- 100 miliona aktivnih korisnika na dnevnom nivou
- 500 miliona tvitova dnevno
- 80% tvitova nastaje na mobilnim telefonima



- 800 miliona aktivnih korisnika na mjesečnom nivou
- 500 miliona aktivnih korisnika na dnevnom nivou
- 40 milijardi podijeljenih fotografija
- 95 miliona fotografija dnevno



- 2.072 milijarde aktivnih korisnika na mjesečnom nivou
- 1.57 milijardi aktivnih korisnika na dnevnom nivou



35



2017.

- 1.3 milijarde korisnika
- 5 milijardi video klipova se pogleda svakog dana
- 30 miliona posjeta dnevno






→
\$75 milijardi (2017)

\$1,650,000,000

10 najboljih YouTube zvijezda na svijetu ostvarilo je **127 miliona** dolara prihoda između 1. juna 2016. i 1. juna 2017. godine, prije poreza i naknada za menadžment agencije.

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Influencer marketing

<https://digiday.com/marketing/what-influencer-marketing-costs/>

2016. godine – industrija vrijedna **1.7** milijardi dolara

Procjena za 2020. – **8** milijardi dolara



MENU	
	PewDiePie.....\$15 million
	Rosanna Pansino.....\$6 million
	Smosh..... \$7 million
	Lilly Singh.....\$7.5 million
	Roman Atwood.....\$8 million

37



2017.



WIKIPEDIA

The Free Encyclopedia

>



ENCYCLOPEDIA
Britannica®

4.2 miliona članaka na engleskom jeziku
preko 27 miliona članaka na 286 jezika

The top 10 sites on the web

Based on data from Alexa, a combination of the highest visitors and page views.

	Daily Page Views (per person)	Daily Time on Site (mins)
1. Google.com	8.6	8:45
2. Youtube.com	5.38	9:21
3. Facebook.com	5.17	13:25
4. Baidu.com	6.63	7:44
5. Wikipedia.org	3.31	4:26
6. Yahoo.com	3.88	4:27
7. Google.co.in	7.12	8:24
8. Reddit.com	9.53	14:05
9. Qq.com	4.52	5:03
10. Taobao.com	4.48	8:33

Source: Alexa.com

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10 najposjećenijih web sajtova tokom 2018. godine

1. Google.com - 42.46 milijardi
2. YouTube.com – 23.35 milijardi
3. Facebook.com – 22.30 milijardi
4. Baidu.com – 10.45 milijardi
5. Wikipedia.com – 5.33 milijarde
6. Yahoo.com – 4.59 milijardi
7. Instagram.com – 2.67 milijardi
8. Twitter.com – 3.92 milijardi
9. ■■■■■ – 3.10 milijardi
10. Vk.com – 2.39 milijardi

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STATISTIKA DRUŠTVENIH MREŽA

Oberlo | Daily Active Social Media Users

3.5 billion

social media users – which equates to about **45% of the population.**
(Emarsys, 2019)

Oberlo | Social media users by generation

90.4%

Millennials

77.5%

Gen X

48.2%

Baby Boomers

(Emarketer, 2019)

<https://www.oberlo.com/blog/social-media-marketing-statistics>

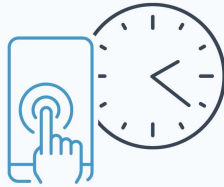
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STATISTIKA DRUŠTVENIH MREŽA

Oberlo

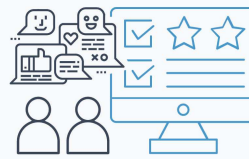
Time spent on social media per day

An average of **3 hours** per day is spent on **social networks and messaging.**
(GlobalWebIndex, 2018)



Oberlo

The Impact of Positive Customer Experience



71% of consumers who have had a positive experience with a brand on social media are likely to **recommend the brand to their friends and family.**
(Forbes, 2018)

<https://www.oberlo.com/blog/social-media-marketing-statistics>

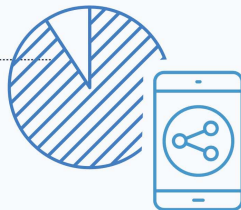
41

STATISTIKA DRUŠTVENIH MREŽA

Oberlo

Social Media Users Via Mobile

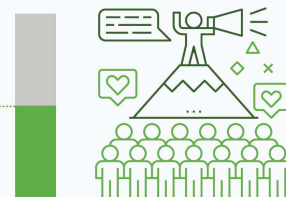
91% of all social media users **access social channels via mobile devices.** Likewise, almost 80% of total time spent on social media sites occurs on mobile platforms.
(Lyfemarketing, 2018)



Oberlo

Influencers Help Build Brand Trust

49% of consumers **depend on influencer recommendations** on social media.
(Fourcommunications, 2018)



<https://www.oberlo.com/blog/social-media-marketing-statistics>

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Vrste e-trgovine

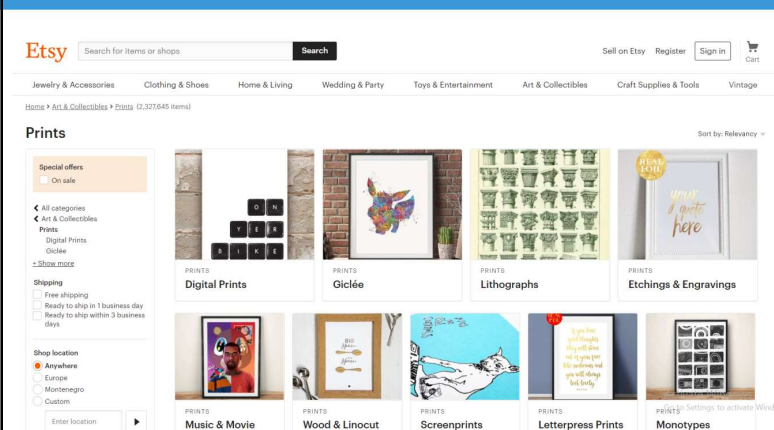
- B2B – business to business
- B2C – business to consumer
- C2C – consumer to consumer

- social e-commerce
- m-commerce
- local e-commerce



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C2C – consumer to consumer



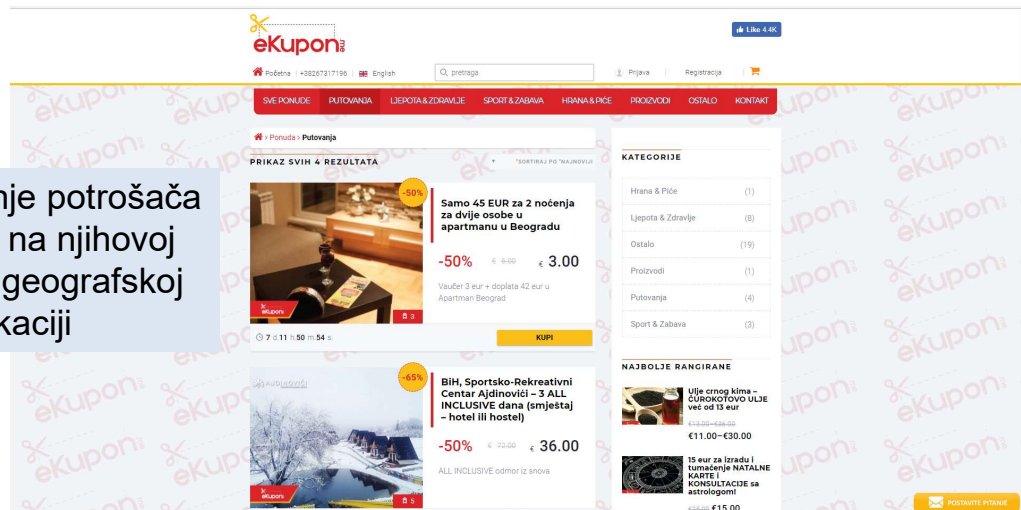
potrošači prodaju jedni drugima, koristeći platformu koju obezbeđuje kreator tržišta



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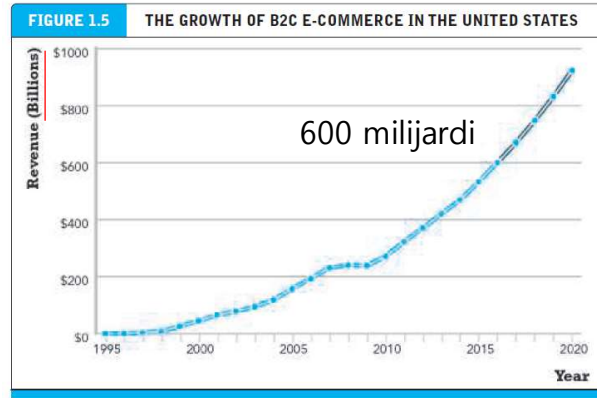
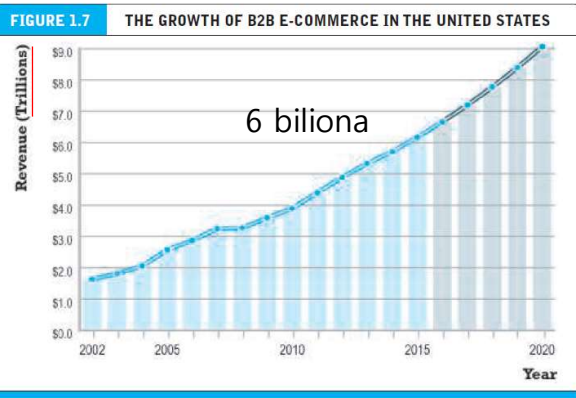
Local e-commerce

angažovanje potrošača bazirano na njihovoj trenutnoj geografskoj lokaciji



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Vrste e-trgovine



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Radio – 38 godina – 30% domaćinstava (SAD)

TV – 17 godina – 30% domaćinstava (SAD)

Internet – 10 godina – 53% domaćinstava (SAD)



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ESEJ

Izaberite web sajt e-trgovine i procijenite je u smislu osam jedinstvenih karakteristika tehnologije e-trgovine opisanih na času.

Koju od karakteristika se web sajt dobro primenjuje, a koje loše, po vašem mišljenju?

Pripremite kratak esej sa detaljima o vašim nalazima i svim predlozima za poboljšanje koje imate.



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